



October 11, 2016

Via Electronic Delivery

*EX PARTE NOTICE*

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12th Street, S.W.  
Room TW-A325  
Washington, D.C. 20554

Re: *Rules and Regulations Implementing the Telephone Consumer Protection Act of 1991*, CG Docket No. 02-278; *Protecting the Privacy of Customers of Broadband and Other Telecommunications Services*, WC Docket No. 16-106

Dear Ms. Dortch:

On October 6, 2016, James Garvert, Vice President – Product Management, J. Beckwith (“Becky”) Burr, Chief Privacy Officer and Deputy General Counsel, Rich Fruchterman, Associate General Counsel, and the undersigned of Neustar, Inc. (“Neustar”) met with Mark Stone, Kurt Schroeder, Jerusha Barnett, and John Adams (by phone) of the FCC’s Consumer and Governmental Affairs Bureau (“CGB”) to discuss issues in the above-referenced proceedings.

As the leading provider of caller name (“CNAM”) services for caller identification (“Caller ID”), Neustar works closely with industry participants to combat unlawful robocalling and Caller ID spoofing. Neustar explained that it has been active in both the IETF and ATIS forums that developed the STIR and SHAKEN standards to certify Caller ID. Neustar discussed its Trust Lab, a neutral interoperability test facility designed to assist service providers in jointly testing implementation of the certified Caller ID standards and other evolving technologies to counter fraud. Neustar also described one evolving technology, Smart ID, which will significantly change the Caller ID user experience that has changed little over the last twenty years. In addition to certifying the caller’s identity and flagging potential fraudulent calls, Smart ID allows enterprises and brands to leverage the display capabilities of smart devices to provide verified context and identity.

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Neustar also discussed the FCC's Broadband Privacy Notice of Proposed Rulemaking. Specifically, Neustar explained that an FCC mandated consumer opt-in for Directory Listings/Directory Assistance and Caller ID will materially diminish the utility of these services for consumers and for businesses. At a minimum, it is critical to maintain the opt-out standard now applicable to non-sensitive information (*e.g.*, name, address, telephone number) used for these services.

This *ex parte* notification is being filed electronically with your office pursuant to Section 1.1206 of the Commission's Rules.

Sincerely,

/s/Aaron N. Goldberger

Aaron N. Goldberger  
Associate General Counsel  
Neustar, Inc.

cc: Mark Stone  
Kurt Schroeder  
Jerusha Barnett  
John Adams